

Santa Barbara Central City Redevelopment Project Area

Redevelopment Agency
of the
City of Santa Barbara, California

LEGEND

Project Area Boundary

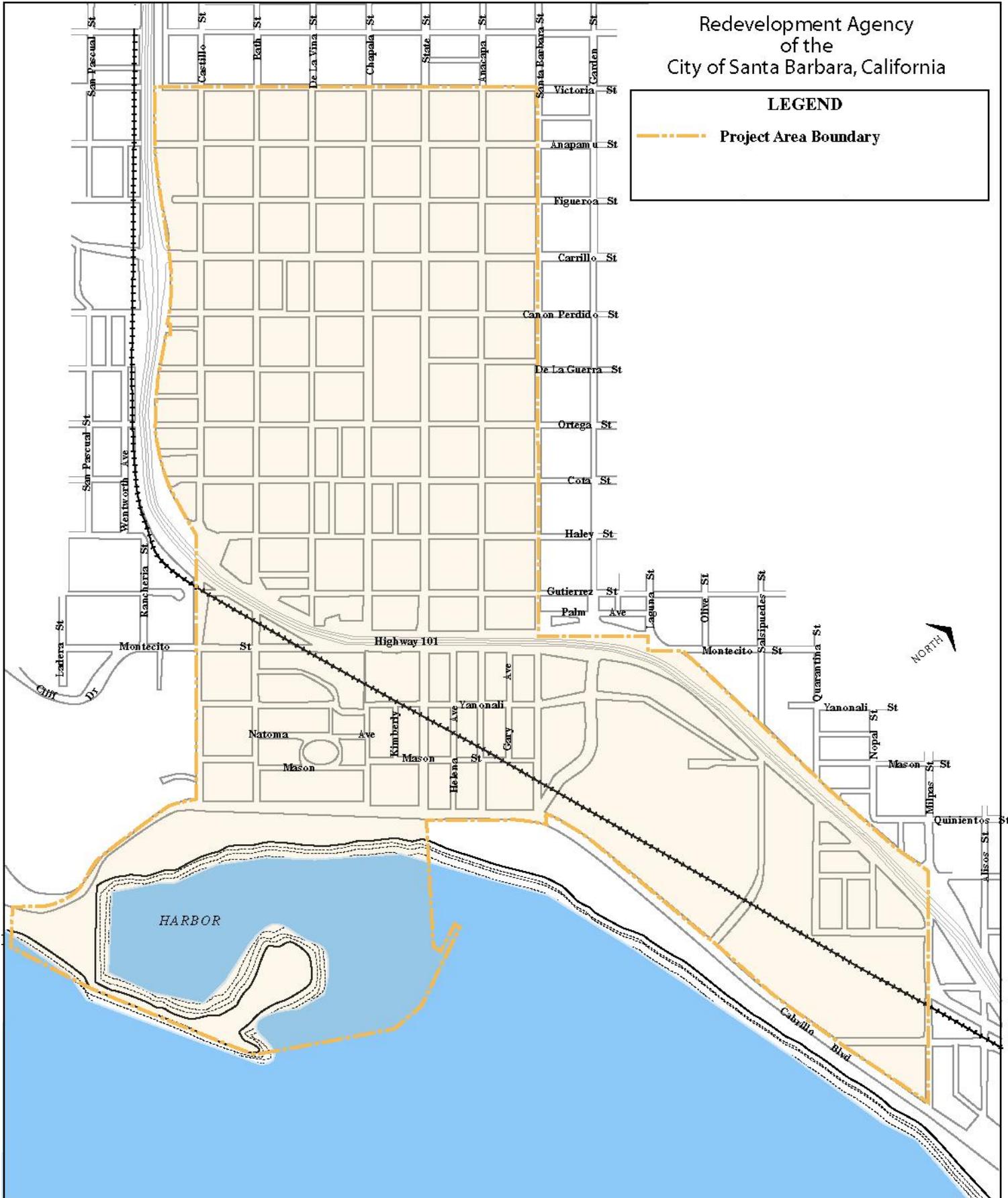


Exhibit 2

REDEVELOPMENT AGENCY FUNDING FOR COMMUNITY ARTS

Total Provided by RDA to Community Arts Since 1992:		\$13,662,528
Breakout of Funding:		Total
1. Lobero Theatre Foundation: Total Funding:		\$1,607,322
Loan (1993-94):	\$393,750	
Grants (1993-94):	\$156,250	
Grant (2000):	\$150,000	
Grant (2001):	\$600,000	
Grant (2007):	\$105,734	
Grant (2008):	\$201,588	
2. Civic Light Opera: Total Funding:		\$500,000
Loans (1992-93):	\$337,500	
Grants (1992-93):	\$112,500	
Grant (1999):	\$50,000	
3. Center Stage Theater: Total Funding:		\$148,465
Loan (1993):	\$56,250	
Grant (1992):	\$18,750	
Grant (2002):	\$9,000	
Grant (2007):	\$8,465	
Grant (2008):	\$56,000	
4. Feasibility Study for Performing Arts Center (1997-1998): Total Funding:		\$45,000
5. Contemporary Arts Forum (2000 & 2002): Total Funding:		\$40,000
Grant (2000):	\$22,500	
Grant (2002):	\$17,500	
6. S. B. Trust for Historic Preservation: Total Funding:		\$2,546,500
Casa de la Guerra Restoration (1992):	\$100,000	
Plaza de la Guerra Masterplan (1999)	\$12,500	
Casa de la Guerra Restoration (2000):	\$100,000	
El Presidio Chapel Bell Tower (2000):	\$20,000	
El Presidio (2001)	\$120,000	
Casa de la Guerra (2001)	\$144,000	
El Presidio (2003):	\$250,000	
Research Center (2003):	\$50,000	
El Presidio (2007):	\$200,000	
Street in Mexico (2007):	\$50,000	
Old City College Site/Alhecama Theatre (Ensemble Theatre) 2008	\$1,500,000	
7. Downtown Organization: Total Funding:		\$580,400
Plaza de la Guerra Phase II & III:	\$22,500	
Holiday Art Gallery (2002)	\$6,000	
Holiday Art Gallery (2003):	\$32,800	
Cultural Promotions (2001)	\$34,000	
Cultural Promotions (2002)	\$35,000	
Cultural Promotions (2003):	\$58,500	
Cultural Promotions (2004)	\$58,500	
Cultural Promotions (2005)	\$58,500	
Cultural Promotions (2006)	\$58,500	
Cultural Promotions (2007)	\$58,500	
Cultural Promotions (2008)	\$58,500	
Cultural Promotions (2009)	\$74,100	
Grant (2008) 1st Thursday Events	\$25,000	

REDEVELOPMENT AGENCY FUNDING FOR COMMUNITY ARTS

8.	Burgard, Wolff and Kaplan (1991): Seminar for cultural arts: Total Funding:		\$3,500
9.	Pearl Chase Society (2003): Total Funding:		\$28,000
10.	Art Bench (Phase III-sidewalk project) (2002): Total Funding:(approx.)		\$30,000
11.	State of the Art Gallery (2000-2001): Total Funding		\$291,000
	Grant (2000):	\$65,000	
	Grant (2001):	\$75,000	
	Grant (2003):	\$75,000	
	Grant (2007)	\$36,000	
	*= Part of \$69,000 grant to Arts Commission		
	Grant (2008)	\$40,000	
12.	Santa Barbara Maritime Museum (2003): Total Funding:		\$500,000
13.	Cultural Arts District Plan: (2002): Total Funding:		\$40,000
	Was for \$300,000 but only used \$40,000		
14.	Granada Theatre Restoration: Total Funding		\$5,000,000
	Grant (2001A Bond)	\$3,000,000	
	Grant (FY 2007)	\$1,500,000	
	Grant (FY 2008)	\$500,000	
15.	Arts Alive: Total Funding		\$90,741
	Grant (2005): Capital Improvement \$31,011 from Artist Workspace Fund)	\$0	
	Grant (2007):Gallery Enhancement	\$20,825	
	SB Jazz Dance Academy (2006) \$38,477 from Artist Workspace Fund	\$0	
	Grant (2008)	\$69,916	
16.	Artist Workspace (2001)*		\$1,000,000
	* Funded 2005 (\$31,011) and 2006 (\$38,477) Arts Alive Grants		
17.	Arts Commission - Celebrate Santa Barbara Mural (2007): Total Funding		\$25,000
18.	Arts Commission - Public Art Brochure (2007): Total Funding		\$8,000
19.	Santa Barbara Channels - Media Arts Building (2007): Total Funding		\$1,000,000
20.	Santa Barbar Courthouse Legacy Foundation (Grant 2008)		\$25,000
21.	Santa Barbara Hispanic Chamber of Commerce		\$3,600
22.	Sustainable Arts Study - Grantee to be determined		\$50,000
23.	SB Historical Society - Storage Upgrades (2007): Total Funding		\$100,000
	GRAND TOTAL		\$13,662,528

Exhibit 3
REDEVELOPMENT AGENCY-OWNED PARCELS

APN #	Address	Description	Acreage
Parking			
031-151-018	119 E. Cota Street	Cota Street Commuter Parking Lot	1.61
039-261-009	400 W. Carrillo Street	Carrillo Street Commuter Parking Lot	1.30
039-321-047	W. Canon Perdido Street	Parking Structure #2	1.17
039-321-051	W. Canon Perdido Street	Paseo along Parking Structure #2	0.11
039-321-053	W. Canon Perdido Street	Partial parcel part of paseo along Parking Structure #2	0.00
037-132-035	W. Ortega Street	Ortega Street paseo to Parking Structure #10	0.14
037-132-036	621 Anacapa Street	Parking Structure #10	1.24
037-132-038	601 Anacapa Street	Anacapa Street entrance to Parking Structure #10	0.30
037-173-047	State Street	Paseo at State Street to Parking Lot #11	0.02
037-173-049	W. Cota Street	Paseo at Cota Street to Parking Lot #11	0.03
037-173-050	523 Anacapa Street	Parking Lot #11	1.82
037-252-011	11 W. Gutierrez Street	Parking Lot #12 on State Street above Highway 101	0.92
033-113-014	130 E. Mason Street	Mason and Santa Barbara Street public parking	0.14
033-113-016	Garden Street	Triangular parcel added to main parking lot as part of Garden Street extension	0.03
033-113-017	15 Garden Street	Main portion of Garden Street Parking Lot	1.70
033-113-018	Garden Street	Small parcel added to main parking lot as part of Garden Street extension	0.04
033-113-022	Garden Street	Abandoned portion of Santa Barbara Street - part of Garden Street parking lot	
033-113-023	Garden Street	Abandoned portion of Santa Barbara Street - part of Garden Street parking lot	
039-183-046	1221 Anacapa Street	Parcel on which Granada Garage is built, including paseo	1.66
		Total Parking Acreage	12.23
Paseo Nuevo Mall			
037-400-001	817 State Street	Parcel with Nordstrom department store in Paseo Nuevo	0.94
037-400-002	739 State Street	Main parcel of Paseo Nuevo	3.68
037-400-003	701 State Street	Parcel with Macys department store in Paseo Nuevo	1.12
037-400-004	716 Chapala Street	Parcel at corner of Ortega and Chapala Streets	0.49
037-400-005	E. Ortega Street	Parcel included as part of Macy's Department store in Paseo Nuevo - doorway	0.01
037-400-006	Chapala Street	Small parcel along Chapala Street - entrance to parking garage	0.04
037-400-019	State Street	Partial parcel included in Paseo 6 at southern entrance to the shopping center	0.01
		Total Mall Acreage	6.29
Railroad Station			
033-010-014	Chapala Street	Abandoned section of Chapala Street within railroad right of way	0.10
033-041-012	Chapala Street	Abandoned section of Chapala Street above West Yanonali Street	0.15
033-041-013	Chapala Street	Depot Park south of the Railroad Station	0.22
033-042-014	Chapala Street	Abandoned section of Chapala Street including railroad tracks below Montecito Street	0.30
033-042-017	225 Chapala Street	Western parking lot of Railroad Station	0.66
033-042-001	35 W. Montecito Street	Section of Railroad Parking Lot along Montecito Street	0.18
033-042-002	29 W. Montecito Street	Section of Railroad Parking Lot along Montecito Street	0.09
033-042-003	25 W. Montecito Street	Section of Railroad Parking Lot along Montecito Street	0.12
033-042-004	23 W. Montecito Street	Section of Railroad Parking Lot along Montecito Street	0.12
033-042-012	209 State Street	Main parcel of Railroad Station with depot building	2.21
033-042-015	State Street	Abandoned section of West Yanonali Street fronting State Street	0.11
033-042-016	State Street	Small triangular parcel included in the Railroad Station that includes the tile bench	0.00
033-042-019	235 State Street	Unimproved Railroad Parking lot at State and Montecito Streets	0.43
033-075-012	125 State Street	Main parcel of proposed Railroad South Parking Lot	0.50
033-075-014	State Street	Small triangular parcel - abandoned portion of Yanonali Street - south of the tracks at Kimberly Ave.	0.01
033-010-015	Yanonali Street	Abandoned section of West Yanonali Street that includes tracks as part of Railroad Station	0.19
		Total Railroad Station Acreage	5.39
Chase Palm Park Expansion			
017-192-002	E. Cabrillo Boulevard	Open space easement along Cabrillo Boulevard in front of Doubletree Hotel	0.15
017-192-004	E. Cabrillo Boulevard	Open space easement along Cabrillo Boulevard in front of Doubletree Hotel	0.34
017-680-004	221 E. Cabrillo Boulevard	Chase Palm Park access easement along railroad tracks	0.19
017-680-011	321 E. Cabrillo Boulevard	Main portion of Chase Palm Park along the eastern section	4.31
017-680-012	223 E. Cabrillo Boulevard	Main portion of Chase Palm Park along the western section	3.71
		Total Park Acreage	8.70
Unimproved			
017-113-029	125 S. Calle Cesar Chavez	Undeveloped parcel along Calle Cesar Chavez	0.52
017-113-030	145 S. Calle Cesar Chavez	Undeveloped parcel along Calle Cesar Chavez along the railroad tracks - wetland habitat	0.67
017-113-034	110 S. Quarantina Street	Undeveloped parcel along South Quarantina Street	0.68
017-113-035	114 S. Quarantina Street	Undeveloped parcel along South Quarantina Street along the railroad tracks	0.54
033-051-020	217 Helena Street	Undeveloped parcel between State Street and Helena Street	0.30
		Total Unimproved Acreage	2.71
Miscellaneous			
031-152-028	220 E. Ortega Street	Former Recycling Center, City Staff Parking Lot and water treatment facility	1.00
037-113-009	635 Bath Street	Developed parcel along Mission Creek	0.03
037-113-010	633 Bath Street	Developed parcel along Mission Creek	0.03
		Total Miscellaneous Acreage	1.06
		Total Redevelopment Acreage	36.38

DRAFT

Santa Barbara Arts Collaborative
“Art Without Limits”

Santa Barbara, California

Strategic Plan

Updated:
April 14, 2009

OUTLINE

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I. EXECUTIVE SUMMARY

A. Overview

The Santa Barbara Arts Collaborative (SBAC) was originally organized as an ad hoc committee in 2007 in response to the changing landscape for arts funding in Santa Barbara. Public funding for the arts has dwindled significantly at all levels of government and private funding patterns have shifted to the detriment of emergent arts endeavors. Looking forward, the outlook for arts funding at all levels is a cause for concern as budgets shrink and limited resources are diverted to other priorities.

In response, a group of citizens who care deeply about the unique arts culture of Santa Barbara have organized in a conscious effort to identify new and innovative ways to sustain the arts for future generations.

The two words “collaboration” and “sustainability” have achieved such broad usage as to risk diluting their true meaning and transformative potential, but both words have informed the work of SBAC. The group believes that any meaningful contribution to the “cultural ecology” of our community will depend on true collaboration with an emphasis on building sustainable funding models.

SBAC welcomes all participants and includes a diverse group of individuals representing organizations from across the community including the arts, business, government and the private sector. SBAC will work to identify existing programs already working toward supporting the arts in Santa Barbara and seek opportunities for collaboration and coordination. The group will actively seek out community partners and new potential funding sources. A strong web presence and marketing campaign will support of the effort.

In addition to collaboration and coordination with existing programs, SBAC will seek to raise funds to be distributed as mini-grants to arts organizations and individual artists from all disciplines including the performing arts, visual arts, and literary arts. The grant application process will be kept simple and will be reviewed by a committee representing a broad spectrum of the arts community.

SBAC begins its work with an ethic of inclusiveness and simplicity. The focus will be on art, not on overhead and expenses will be kept to a minimum.

B. Objectives

- Build a broad collaborative from all sectors of the community (arts, business, government, non-profit, private sector) committed to sustaining the arts in Santa Barbara. Form a core group committed to meeting regularly.
- Raise \$50,000 of new art funding to provide mini-grants up to \$5,000 across all artistic disciplines (performing, visual and literary arts) by December 31, 2009 and increase to \$250,000 per annum by 2011.
- Build a strong web presence, creating a central events calendar and forum for all artists and arts organizations to collaborate, compare best practices, promote their work and generally communicate.
- Serve as a “center of gravity,” matching resources with needs for the Santa Barbara arts community – providing outreach, mentorship, coordination and facilitation.
- Create high-profile marketing campaign to promote the collaborative, along with the quality and diversity of the Santa Barbara arts community.

C. Mission Statement

The Santa Barbara Arts Collaborative (SBAC) is an inclusive group of artists and arts supporters committed to sustaining and growing all forms of the arts in Santa Barbara. SBAC welcomes all to participate in the focused support of individual artists and arts organizations that contribute to the unique cultural ecology of our community.

D. Accomplishments and Milestones

- April, 2007 – Task force formed.
- Core group of ten to fifteen members from all artistic disciplines have met bi-monthly for two years.
- April, 2008 – reported initial findings to Annual Art Symposium.
- May to September, 2008 – collated and discussed feedback from the Symposium.
- December, 2008 – Initial Draft of Strategic Plan completed.
- January, 2009 – 501(c)3 offered to the collaborative. Existing name “Art Without Limits.”
- February, 2009 – Launched Facebook page. 160+ Members to date.
- April 2009 – Report findings and recommendations to Annual Arts Symposium.

II. ORGANIZATIONAL SUMMARY

A. Organization Description

Participation in SBAC draws from a wide spectrum of the arts community in Santa Barbara, encompassing the performing arts (both presenters and venues), visual arts and literary arts. The goal is to invite anyone who cares about art in our community to participate in one way or another. A conscious effort has been made to define “arts sustainability” as broadly as possible, to include all ideas and efforts that will advance the goals of the organization.

SBAC is dedicated to creating a true “collaborative,” made up of a wide variety of citizens, groups and organizations throughout the community who are united in their concern for arts sustainability. These include not only arts organizations, but the business community, governmental organizations, private foundations and individuals as well.

Many of these groups already participate in various programs to support the arts, or education outreach, or scholarships, or any number of other programs including many in-house efforts designed to support artistic endeavors in our city. SBAC wants to acknowledge and support these programs and leverage them through better coordination, matching opportunities and other collaborative approaches.

Beyond existing programs, SBAC believes there is an urgent need to identify new sources of funds, which will support a mini-grant program in support of artists and arts organizations in Santa Barbara.

B. Legal Entity

The ad hoc committee has been offered an unused, free-standing 501(c)3 currently titled “Art Without Limits.” The committee intends to accept this entity subject to appropriate due diligence, and form a Board of Directors. It is likely that some committee members will serve as board members and additional openings will be available to interested individuals based on the goals of the organization.

C. Structure

SBAC intends to invite everyone in the greater Santa Barbara area who wishes to improve conditions for the arts in our community to become members of the organization.

There are three proposed membership categories:

- 1. Arts** – artists and arts workers (someone who works for a nonprofit arts organization).
- 2. Business** – for-profits and not-for-profits that support the arts.
- 3. Community** – those who attend, purchase or support the arts.

Membership will take a variety of forms. To allow flexibility and encourage broad participation, SBAC has adopted “Give what you can, do what you can” as its approach to fundraising and volunteer efforts.

SBAC is proposing a tentative structure including a Board of Directors and a Members Committee. The Board would consist of approximately 11 Directors (an odd number is preferable) with no more than 49% from interested parties (those that benefit from the organization financially) – likely artists and arts supporters from the Members Committee; and 6 Directors selected by the Board from the broader community – business, government, nonprofit or private sector.

A Members Committee (approximately 15 to 19 artists or arts workers) will be elected by the full membership at a special meeting held at periodic intervals for that purpose.

Chairpersons for SBAC Committees will come from the Members Council. Committee members will come from all three membership categories.

Committees will work toward meeting the needs of Santa Barbara artists. Committees may focus on such areas as Marketing, Development, Mentoring, Ethics Review, Memberships, and Grant Making.

D. Key Success Factors

Many factors will determine the success of this effort. We have attempted to identify the most critical areas in which SBAC must do well in order to achieve its objectives.

- 1. Broad Community Support** – through open inclusive outreach, encourage voluntary participation from individuals and organizations from across the community.
- 2. Highly Recognizable Brand** – a memorable, highly recognizable identity (i.e. name, logo, etc.) supported by a well coordinated advertising and publicity campaign will promote the importance of the arts to the community’s vitality.
- 3. Strong Fundraising** – we must generate new and leverage existing sources of funding for sustaining the arts, increasing the size of the overall pie for arts funding.
- 4. Skillful Partnering** – promote sharing and collaboration throughout the community to best match resources with needs.
- 5. Excellent Communication** – to do all of the above, we must be excellent communicators, using all channels of communication – web presence, social networking, outreach, email, advertising, etc.
- 6. Low Overhead** – in keeping with the ethic of sustainability, expenses will be kept to a minimum.

E. The Collaborative

A partial list of organizations whose representatives have contributed to the discussions, planning, formation and launch of SBAC includes:

Art From Scrap	Santa Barbara Arts Museum
Contemporary Arts Forum	Santa Barbara Bowl Foundation
Ensemble Theater	Santa Barbara County Arts Commission
Genesis West Theater Company	Santa Barbara Dance Alliance
Grenada Theater	Santa Barbara Dance Institute
Lobero Theater	Santa Barbara Symphony
Marjorie Luke Theater	SBT: The Santa Barbara Theatre
Notes for Notes	Santa Barbara Visual Arts Alliance
Patricia Henley Foundation	

III. SERVICES PROVIDED

Artists have survived the best of times and the worst of times. SBAC recognizes that scarce funding is a significant issue for the arts, and identifying new financial resources will be a key priority, but many challenges can be overcome through collaboration and innovative thinking as well. SBAC believes it is equally important to facilitate that collaboration, and encourage new approaches to sustaining the arts. Some of the services that SBAC hopes to provide are listed below.

A. New Funding Sources

One measure of SBAC's effectiveness will be its ability to identify new sources of funding to sustain the arts. Some potential sources may come from the business community and SBAC intends to play an instrumental role in organizing this vital component of an overall fundraising strategy.

B. Joint Marketing Resources and Mailing List

SBAC will continuously seek opportunities to encourage collaboration and joint promotions of artistic endeavors by connecting arts groups and artists. Also, a centralized mailing list will be developed so all members have access to the entire audience of arts contributors and consumers in Santa Barbara.

C. Collaboration and Partnership

During the course of its work, SBAC will be introduced to the work of many artists and organizations that might otherwise be overlooked. SBAC will focus on matching resources with needs, and facilitating collaboration between artists and arts organizations. Examples might be shared marketing, shared mailing lists, co-sponsored events or programs, shared administrative functions, etc.

D. Web-based Resource and Shared Calendar

SBAC intends to develop a website as a central resource for the arts community, including an interactive forum for all arts-related discussion and collaboration – promoting the sharing of resources and needs. A key component would be a unified calendar of events for all arts organizations in Santa Barbara.

E. Mini-grants

SBAC intends to distribute mini-grants of up to \$5,000 beginning in 2009. Eligibility requirements will include individual artists or arts organizations creating, performing or presenting in Santa Barbara. Funds may be used for artist fees, materials, operating expenses, events and exhibitions, performances, workshops, arts education, and promotion related to the activity or program.

F. Mentorship and Organizational Development

In addition to distributing grants, SBAC will endeavor to identify opportunities for mentorship of emerging artists and arts organizations to contribute to the overall goal of sustainability.

G. Art on Loan Program

For creators of large pieces including sculpture, which pose significant storage challenges, SBAC can help facilitate placement of these pieces on a temporary basis in public places around town.

IV. STRATEGY AND IMPLEMENTATION

A. Fundraising Strategy

Although all funds are welcome, with the goal of true sustainability SBAC will focus on identifying new sources of revenue. This will require innovative thinking, hard work, broad outreach and collaboration. Funds will need to come from all corners of our community, and SBAC will focus on generating voluntary support from a wide variety of funding ideas – a partial list is included here.

1. Business Funding – organize business groups and approach individually.

- a. Sponsorships
- b. Percent of Revenue or Profit for the Arts
- c. Counter-Top Donation Canisters
- d. Advertise in Newsletter, Programs, etc.

2. Arts Funding – outreach to arts organization to identify ways each can contribute.

- a. Memberships – include newsletter, discounts, special access to events, etc.
- b. Ticket sales – portion of ticket price to sustain the arts, etc.

3. Public Funding

- a. Percent for Art Programs
- b. Grants
- c. Earmarked Funds

4. Private Funding – private individuals and foundations supporting the arts.

- a. Subscriptions
- b. Donations
- c. Organized Giving – matching grants, endowments, etc.

B. Marketing and Communication Strategy

SBAC will launch an effective branding effort complete with a memorable name for the effort and an appealing logo, followed by a high-profile publicity and advertising campaign.

1. Outreach – including surveys and questionnaires to arts organizations to identify needs.

- a. “Bring a friend” to an arts event.
- b. Continuously reach out to artists and arts organizations, their boards and key individuals, etc.
- c. Surveys and questionnaires to learn more about specific needs.

2. Brand Development – develop memorable name and appealing logo.

3. Advertising – direct mail, print ads, radio, cable television, online advertising, etc.

4. Publicity – press releases, high profile events, press availabilities, etc.

5. Events – including a high profile launch event.

6. Door to Door Canvassing – offer SBAC memberships, special promotions, etc.

7. Newsletter/Calendar – periodic “Santa Barbara Arts Guide” (monthly, quarterly) featuring artists, organizations, events, profiles, schedule of events, etc.

C. Collaboration and Partnership Strategy

With limited resources, collaboration and partnership are essential. This takes many forms, but has a singular quality of sharing and openness. When individuals begin to organize and work for more than simple self-interest, all can benefit. SBAC understands this is easier said than done, and will strive to create an environment that is conducive to collaborating, and facilitate the process. Some areas of focus are listed here.

1. **Shared Resources** – common space, shared administrative support, etc.
2. **Joint Marketing** – shared direct-mail campaign, advertise a joint event, etc.
3. **Shared Mailing List** – create a data bank available to all SBAC members.
4. **Co-sponsorships** – create programs that combine skills and resources.
5. **Mentoring** – assist individuals and organizations with challenges already overcome by more experienced members.
6. **Best Practices** – share and replicate successful collaboration stories, show the benefits of working together.

D. Web-Based and Technology Strategy

SBAC recognizes the power of technology and the web to facilitate collaboration and social networking. However, many well-designed websites languish without sufficient traffic and fresh content to keep interest levels high. With that in mind, SBAC will endeavor to establish a strong web presence, utilizing the latest in social networking and content management software to leverage the power of technology to facilitate collaboration.

1. **Centralized Schedule of Events** – a key objective which, if accomplished, could significantly increase traffic to the website and raise the profile of the arts sustainability effort.
2. **Online Discussion Forum** – discuss arts issues, find resources, promote events, etc.
3. **Social Networking** – Facebook, MySpace, Twitter, etc.

E. Grant Making Process

SBAC will award mini-grants of up to \$5,000 to visual, performing and literary individual artists and arts organizations working in the City of Santa Barbara. The grant making process is yet to be fully determined and ultimately the membership will decide, but will likely include a volunteer review panel of experienced artists, arts administrators, arts educators, youth, and art advocates from diverse disciplines. Below are some of the key issues and recommendations.

1. Eligibility

- a. Applicants – emerging and established, individuals or organizations, performing and visual artists that work in greater Santa Barbara in the areas of performing, visual and literary arts.
- b. Uses – funds may be used for workshops, artist fees, artist materials, exhibitions, performances, events, promotion related to activity/program and arts education.

2. Criteria

- a. Community Support – letters demonstrating support for work.
- b. Public Benefit – describe how the community will be able to interact with the work.
- c. Underserved Communities – seek to promote work that will reach traditionally underserved communities.

- 3. Selection Process** – as a collaborative, the membership will likely select a respected review panel composed of individuals from diverse backgrounds and art forms, with strong community ties and an emphasis on impartiality.
- a. Integrity – it will be critical that the work of the review panel be trusted for its fairness and focus on the quality and merit of the applicant’s project.
 - b. Transparency – the deliberations and decisions of the panel should be as transparent is possible.
 - c. “Blind” Review – the committee will likely want to develop a method so that the decisions are not based on the identity of the applicants, personalities, etc.
 - d. Panel Candidates – as mentioned above, the panel should be selected by SBAC’s membership. Some criteria to consider would be to include artists, performers, venue representatives, presenters, individuals with direct grassroots organizing experience or experience in the grant review process, youth representatives, etc.

F. Personnel Strategy

The goal of supporting the arts through collaboration will take an organized and sustained effort from a broad group of committed individuals.

- 1. Board of Directors** – a determined core group of arts supporters from across the community – business, government, non-profit, private sector.
- 2. Members Committee** – elected by entire membership of SBAC, artists and arts supporters of all disciplines.
- 3. Staff** – SBAC intends to keep overhead to a minimum, but perhaps a limited staff will be needed.
- 4. Volunteers** – the success of this endeavor will rest on the power of many volunteers giving their time, their resources, and their hard work.

III. PROPOSED NEXT STEPS

A. Launch Meeting (May, 2009)

The date and location will be announced, but all who want to participate are welcome. Be sure to indicate interest to receive an invitation.

B. Form Board of Directors

Some of the ad hoc committee members have indicated a willingness to serve an initial term on the new Board of Directors, but others will be needed and are welcome to step forward.

C. Elect Membership Committee

The heart and soul of SBAC will be the Membership Committee – artists helping artists. The success of this effort depends on this group. Those interested in serving on this committee will be encouraged to step forward at the Launch Meeting.

D. Form Key Sub-Committees

The vital sub-committees like Marketing, Fundraising, etc will also need to be formed and begin their work. Again, those interested in helping will be invited to participate.

E. Finalize Structure (Bylaws, etc.)

SBAC intends to adopt an existing 501(c)3 and will need to update its bylaws to serve the goals of SBAC. A focused effort by individuals with experience in this area will be needed.

F. Brand Identity and Marketing Campaign

The future of SBAC rests heavily on a well-designed and well-implemented marketing campaign. This begins with finalizing the name and developing a highly recognizable identity and logo. With all the artists in Santa Barbara, hopefully we will come up with something truly creative and memorable.

G. Fund and Distribute First Grants

SBAC intends to issue the first mini-grants by December, 2009. This will take a concentrated effort and those with experience in development and fundraising are welcome.

Exhibit 5

Health & Safety Code Section 33030

BLIGHT

(a) It is found and declared that there exist in many communities blighted areas that constitute physical and economic liabilities, requiring redevelopment in the interest of the health, safety, and general welfare of the people of these communities and of the state.

(b) A blighted area is one that contains both of the following:

(1) An area that is predominantly urbanized, as that term is defined in Section 33320.1, and is an area in which the combination of conditions set forth in Section 33031 is so prevalent and so substantial that it causes a reduction of, or lack of, proper utilization of the area to such an extent that it constitutes a serious physical and economic burden on the community that cannot reasonably be expected to be reversed or alleviated by private enterprise or governmental action, or both, without redevelopment.

(2) An area that is characterized by one or more conditions set forth in any paragraph of subdivision (a) of Section 33031 and one or more conditions set forth in any paragraph of subdivision (b) of Section 33031.

(c) A blighted area that contains the conditions described in subdivision (b) may also be characterized by the existence of inadequate public improvements or inadequate water or sewer utilities.

H&S 33031

(b) This subdivision describes economic conditions that cause blight:

(1) Depreciated or stagnant property values.

(2) Impaired property values, due in significant part, to hazardous wastes on property where the agency may be eligible to use its authority as specified in Article 12.5 (commencing with Section 33459).

(3) Abnormally high business vacancies, abnormally low lease rates, or an abnormally high number of abandoned buildings.

(4) A serious lack of necessary commercial facilities that are normally found in neighborhoods, including grocery stores, drug stores, and banks and other

lending institutions.

(5) Serious residential overcrowding that has resulted in significant public health or safety problems. As used in this paragraph, “overcrowding” means exceeding the standard referenced in Article 5 (commencing with Section 32) of Chapter 1 of Title 25 of the California Code of Regulations.

(6) An excess of bars, liquor stores, or adult-oriented businesses that has resulted in significant public health, safety, or welfare problems.

(7) A high crime rate that constitutes a serious threat to the public safety and welfare.

West's Ann.Cal.Health & Safety Code § 33031

a) This subdivision describes physical conditions that cause blight:

(1) Buildings in which it is unsafe or unhealthy for persons to live or work. These conditions may be caused by serious building code violations, serious dilapidation and deterioration caused by long-term neglect, construction that is vulnerable to serious damage from seismic or geologic hazards, and faulty or inadequate water or sewer utilities.

(2) Conditions that prevent or substantially hinder the viable use or capacity of buildings or lots. These conditions may be caused by buildings of substandard, defective, or obsolete design or construction given the present general plan, zoning, or other development standards.

(3) Adjacent or nearby incompatible land uses that prevent the development of those parcels or other portions of the project area.

(4) The existence of subdivided lots that are in multiple ownership and whose physical development has been impaired by their irregular shapes and inadequate sizes, given present general plan and zoning standards and present market conditions.

(b) This subdivision describes economic conditions that cause blight:

(1) Depreciated or stagnant property values.

(2) Impaired property values, due in significant part, to hazardous wastes on property where the agency may be eligible to use its authority as specified in Article 12.5 (commencing with Section 33459).

(3) Abnormally high business vacancies, abnormally low lease rates, or an abnormally high number of abandoned buildings.

(4) A serious lack of necessary commercial facilities that are normally found in neighborhoods, including grocery stores, drug stores, and banks and other lending institutions.

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